

## **Attachment C**

### **Business Retention & Expansion Program (BREP)**

#### **I. What is Business Retention & Expansion?**

- a. Assist Businesses in an effort to:**
  - i. Keep them from relocating to other areas**
  - ii. Help them survive economic difficulties**
  - iii. Assist them with the expansions that add new jobs**
  - iv. Increase their competitiveness in the wider marketplace**
- b. Enable the community to maintain an up-to-date picture of the local economy by obtaining data on:**
  - i. The competitive strengths and weaknesses of the local area as a business location**
  - ii. The relative strength of the local economy (e.g., number of business expansions, new investments, etc.)**
  - iii. Areas of interest and concern that can be used to formulate public policy, enhance development efforts, or improve the local business climate (e.g., workforce availability and quality, regulatory issues, access to capital, speculative building, or industrial park development)**
- c. A firm's impact on the community**
  - i. Relocation or closing can:**
    - 1. Eliminate local jobs**
    - 2. Reduce local tax base**
    - 3. Lower surrounding property values**
    - 4. Contribute to blight or decline**
    - 5. Lower community image/ shake confidence**
  - ii. Expansion can:**
    - 1. Keep or increase local jobs**
    - 2. Preserve or increase the local tax base**
    - 3. Increase local property values**
    - 4. Enhance community image/increase confidence**

#### **II. Establishing and Organizing a Program**

- a. Local Government**
- b. Private Organization**
- c. Public-Private Partnership Organization**

#### **III. SWOT Analysis: Assessing for Business Retention & Expansion**

- a. Strengths and Weaknesses**
  - i. Labor Force**
  - ii. Access to Markets**
  - iii. Transportation**
  - iv. Educational Infrastructure**
  - v. Site Availability**
  - vi. Tax Rates**
  - vii. Utility Costs and Availability**
  - viii. Quality of Life**
  - ix. Business Climate**

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### **IV. Designing Survey Questionnaires**

- a.** Firm Background
- b.** Business Climate
- c.** Labor and Training Needs
- d.** Marketing and Trade
- e.** Finance Needs
- f.** Regulatory Issues
- g.** Barriers to Growth
- h.** Satisfaction with Public Service Facilities
- i.** Past Utilization of the Satisfaction with Local Business Assistance Programs

### **V. Train & Implement**

### **VI. Follow-up/ Action Items (Being the Liaison)**

- a.** Federal Programs
- b.** State Programs
- c.** City
- d.** County
- e.** Incentives

### **VII. Development of other programs**